

CULTURAL COMPETENCE: Why? And How?



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Objectives

- **Why Cultural Competency?**
- **The Understanding of Diversity and Culture**
- **Should We Seek to be Masters of All these Cultures?**
- **What is Cultural Competency?**
- **How Do We Become the Enigma “Culturally Competent”?**
- **CDC Community Engagement Principles**



Why Cultural Competency?

- Statistics on diversity by gender, race, ethnicity, age, etc
 - » Nationwide
 - » Statewide
 - » County level



Why Cultural Competency?

Gender, Race, Ethnicity

Category	Sub-category	USA	Indiana	Marion
Population		307,006,556	6,423,113	890,879
Gender	Females	51%	51%	51%
	Males	49%	49%	49%
Race	Caucasian	77%	86%	67%
	Minority groups AA / AMI / ASN / NH / Other	26%	12%	31%
	Multi-Racial	2%	2%	2%
Ethnicity	Hispanic\Latino	16% [48,356,760]	5% [348,806]	8% [69,402]



2009, U.S. Census Bureau

Why Cultural Competency?

Age

Category	Sub-category	USA	Indiana	Marion
Population		307,006,556	6,423,113	890,879
Age	<= 24	34%	35%	35%
	25 – 44	27%	26%	30%
	45 – 64	26%	26%	24%
	65 – 84	11%	11%	9%
	>= 85	2%	2%	2%



2008, U.S. Census Bureau

Why Cultural Competency?

Answer

So we get the point,

BUT miss the mark!

- Tempted to look at Diversity and Culture through a narrow lens:



Gender, Age,

Race and Ethnicity

Why Cultural Competency?

Response

When we respond, we result in

Resources = Weighted

Example,

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Understanding Diversity and Culture

- What is **Diversity**?

The definition of diversity is as diverse as its intended meaning.

It is often described as **identifiable differences** such as **race, age, gender, or ethnicity**; but also includes **generation, heritage, lifestyles, values** and spans to political, business and personal entities to name a few



Understanding Diversity and Culture

- What is **Culture**?

A system of **values, customs, behaviors, and beliefs** that are characteristic of a particular social, ethnic or age group which is often shared and *passed from generation to generation.*



Understanding Diversity and Culture

Diversity and Culture In-depth

Category	U.S.	Indiana	Marion
Population	307,006,556	6,423,113	890,879
Foreign Born	38,517,234	281,327	67,634
Language >5yrs (other than English)	57,097,826	452,291	89,309
Ancestry (other than American e.g. Dutch, English, Asians, Sub-Saharan Africa, Portuguese, Arab, Russian etc)	288,279,156 94%	5,806,494 90%	840,099 94%



Understanding Diversity and Culture Where Do They Meet?

**Culture and Diversity meet below the waterline!
Where Cultural Differences are real.**

- » Time
- » Family Unit
- » Expression
- » Personal Space

**And many subtle encounters that make us go,
“Are you evil, a moron or just plain incompetent”**

Andre`s Tapia

Should We Seek to be Masters of All these Cultures?

No, Never!

It's not only impossible, but even after living in/with a cultural group for a decade, one can never know everything.

- Consider



- » The enormity of cultures and their practices
- » The tacit non-verbal cues and expectations
e.g. greetings

What is Cultural Competency?

- Is it having diverse representation?
- Is it being compliant?
- Is changing the service provider's (or organization's) culture to that of clients or recipients?



What is Cultural Competency?

What is It then?

- Do we even know what it should be called:

Cultural Awareness!

OR Cultural Sensitivity!

OR Cultural Intelligence!

AND upcoming Cultural Humanity.



What is Cultural Competency?

It is a set of **congruent behaviors, attitudes, and policies** that come together in a system, agency, or among professionals that **enables effective work in cross-cultural situations.**



OMH, DHHS

What is Cultural Competency? In Layman Terms

It is the ability of an entire,

- Individual to effectively deliver and interact in an environment with diverse cultures
- Structural design of an organization's functioning to enable its staff and stakeholders to effectively realize its mission in an environment with diverse cultures.



How Do We Become the Enigma “Culturally Competent”?

Caveat: You can never be 100% culturally competent

- Why?

Culture is dynamic

- e.g. generation (social media and communication)

- Presence of subcultures & others consistently emerging



Then How?

How Do We Become the Enigma “Culturally Competent”?

Individual Level

- For interaction and relationships (at individual level)
 - Appreciate that differences exist
 - Maintain an open mind
 - Listen well, paying attention to non-verbal cues
 - Ask using **NON-JUDGEMENTAL**, open-ended, exploratory questions while demonstrating eagerness



How Do We Become the Enigma “Culturally Competent”?

cont. **Individual Level**

- Explain your perspective without being condescending
- Always prepare to negotiate a common ground
- Don't Pretend e.g. giving fake smiles
- Self assessment



How Do We Become the Enigma “Culturally Competent”?

Organizational Level

- Efforts to realize cultural competency must be genuinely embraced in plans of organizations:

Not Forced or Responding to Compliance

- Diversity should be actively sort
 - Recruitment and retention efforts of diverse population (hiring, managing, developing, promoting and rewarding)



- Partnerships, where possible, with institutions representing various cultural groups

How Do We Become the Enigma “Culturally Competent”?

cont. **Organizational Level**

Is that all?

NO?



INCLUSION

How Do We Become the Enigma “Culturally Competent”?

How Does Diversity and Inclusion Work?

***Diversity is the mix;
Inclusion is making the mix work.***



(Andre`s Tapia)

Application of cultural competency in the

CDC COMMUNITY ENGAGEMENT PRINCIPLES



CDC Community Engagement Principles

1. Determine the goal of the engagement activity and the community to be reached
2. Become familiar with the community (culture, conditions, leaders, and history) and the community's view of your initiative
3. Reach out to the community, build trust, and develop method to inspire the community to act



CDC Community Engagement Principles

4. Respect the autonomy and rights of the community
5. Collaborate with the community to transform and enhance health
6. Identify and appreciate community culture and diversity



CDC Community Engagement Principles

7. Recognize and inspire community activity, support capacity development
8. Place control in community hands and work with the community as activities grow and change
9. Commit to long-term community partnership and sustain community engagement



Thank You



QUESTIONS?

